

## **ECONOMIC DEVELOPMENT COMMISSION MEETING**

Wednesday, February 20, 2013

5:00 p.m.

Auburn City Hall

1225 Lincoln Way, **Room 9**

### **CALL TO ORDER**

### **ROLL CALL:**

**Commission Members Present:** Harvey Roper, Bud Richardson, Teri Tait-Wilson, Randy Wagner, Keith Nesbitt

**Staff:** Bob Richardson and Amy Lind.

1. Call to Order at 5:00
2. Public Comment

Gary Capps reported that the Downtown Business Association is looking at improving the planters and pots in Downtown to create a more economical situation.

Bob Richardson reported that hotel tax revenue is up 20%. He also reported on a clean-up project behind the WestAmerica Bank building on Highway 49.

3. EDC Business

#### Review of Existing Projects

Harvey updated everyone on the work he has done to revise the Discover Auburn brochure. He went over the revisions including the map directory, wineries, links and photos. The consensus of the commission was to focus the map more on Auburn, and show less peripheral areas. The commission also agreed to make the revised brochure the standard brochure size (smaller) so that it can fit in displays. Harvey and Teri will continue to work on it with Rebecca and bring back a revised draft to the next commission meeting.

Bud reported on the conversation he had with Jan at the Visitors Center regarding the "Visit CA" convention. He said the convention is this week and was sold out. Bob discussed making a new video for marketing to the tourist companies and for use on the Visit CA website. Randy, Bud and Teri said they will follow up with Ty on this project and report back to the commission.

Bob reported that Monti is continuing to work on the hotel video loop. He also reported that Council Member Mike Holmes will be traveling to China and would like marketing videos and information to take with him. He reported that 30 new businesses went in at the Airport just last year. He said there is high activity out there, and he plans to get working on the manufacturers CEO email campaign with Shari soon.

4. Future Agenda Items

Discuss the Auburn App; review focus and possibly request changes.

5. Next Meeting Date  
March 6<sup>th</sup>, 2013

Adjournment at 5:45 p.m.